

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086.  
(For candidates admitted during the academic year 2004-05)  
SUBJECT CODE : CM/SC/MC54

**B.Com. DEGREE EXAMINATION NOVEMBER 2007**  
COMMERCE  
FIFTH SEMESTER

COURSE : **SPECIALISATION – CORE**  
PAPER : **MARKETING COMMUNICATION**  
TIME : **3 HOURS** **MAX. MARKS : 100**

**SECTION – A**

ANSWER ALL QUESTIONS: ( 10 x 3 = 30 )

1. Define Advertising.
2. What is Public Relations?
3. Write a short note on sales contest.
4. Identify any three types of incentives given to the sales person.
5. Explain the term – copy platform.
6. Describe the role of a PRO.
7. What are the social types of rational appeals used in advertising?
8. What are the social issues of advertising?
9. Differentiate between Direct Marketing and Personal Selling.
10. Identify the elements in the communication process.

**SECTION – B**

ANSWER ANY FIVE QUESTIONS: ( 5 x 6 = 30 )

11. Outline the significant role of the advertising in marketing communication.
12. Discuss the communication objectives in detail.
13. What are the stages in the process of Public Relations?
14. Explain the importance of using creative strategy in advertising.
15. Explain personal selling and the stages involved in the act of selling.
16. Describe the concept of communication mix with a suitable diagram.

17. Illustrate the different elements of an ad-copy for a mobile phone.

**SECTION – C**

ANSWER ANY TWO QUESTIONS:

( 2 x 20 = 40 )

18. Outline the various stages of an advertising campaign in detail.
19. Bring out the significance of the creative use of appeals in advertising with relevant examples.
20. Explain the use of public relations tools in marketing communication. What are the promotional tools used in consumer level Sales Promotion? Explain with illustrations.
21. What are the stages in Integrated Market Communication Planning? Explain.

